



Ear and Hearing Health News, Advice, and a Little Fun from Your Community Audiologist

Winter Newsletter

“The art of conversation is the art of hearing as well as of being heard.”

-William Hazlitt



Hearing the Difference Between Big Box Service and Full Service

by Dr. Clint Keifer

Recently, I was asked my opinion on purchasing hearing aids from “big box store” wholesalers. Having started out as a hearing aid dealer before dedicating my career (and doctoral degree) to the prevention and rehabilitation of ear and hearing disorders, I certainly have insight to

Not that this is bad technology, but this makes price differences look much greater than they are. Besides, good audiology offices offer a full complement of device options to work with any budget (yes, competitive with discount chains).

give on the subject. Here are a few important points that need be considered before going the big box store (BBS) route:

Shopping for a product does not equal quality healthcare – There is a significant flaw in the notion that solely purchasing a product to address a hearing disorder is the answer. Yes, hearing aids are often recommended as part of an audiologic treatment plan, but success greatly depends heavily on proper, individualized selection of medical hearing devices and the audiologic/rehabilitative process.

Hearing aid apples and oranges – Hearing aids sold through BBSs are typically stripped down versions of current hearing aid technology. They are often operating on old generation computer chips and have fewer features. A “premium” BBS hearing aid may be more similar to low- or mid-level technology from 2 years ago.

What you think you are saving now may cost you more later –

Without audiological evaluation and management of hearing disorders, individuals are at risk of missed diagnoses and missed opportunity to possibly slow progression/damage. In addition, when generic fitting of hearing aids from a salesperson give poor benefit, devices either end up in a drawer or require additional professional and/or device costs to correct problems. Further, many devices purchased through retail chains do not have “open” software capability which prevents programming at other offices. People are often quite upset after learning their expensive equipment cannot be readjusted by an audiologist. The hearing device industry can be a confusing and unforgiving place where manufacturers and resellers push product and discounts down your throat. If you can look past the advertising and hype to find a skilled and compassionate audiology doctor to care for your needs, you will have a much happier and healthier life!



Advancements in Hearing Aids + Hearing Protection

Hearing aids were once thought of as a huge nuisance and therefore not aesthetically pleasing or comfortable to wear. Hearing aids have changed dramatically in not only in their visual appeal and concealability but in their technological advancements. Some hearing aid brands now offer wireless capabilities to connect to your smart phone. Even televisions are now able to transmit sounds directly to hearing aids if they are properly equipped (like in our office). These new hearing aids offer apps on your smart phone to allow for a broader range of customization and personality.

Hearing protection is also taking great strides to ensure lasting hearing. Musician's ear plugs are probably the most recognizable hearing protection improvement. These fitted plugs not only protect the user from the intense sounds of the band, they are also able to hear better from filtering out the sounds they do not want. These fitted plugs offer the most protection for in-ear hearing protection as they are customized for each individual person, much like hearing aids.

Visit our Website!

Financing is Available!

Hearing aids are often not covered by insurance. Don't let cost get in the way of improved hearing. Our most popular option comes from CareCredit and offers a variety of terms tailored to each patient. Most patients select the 12 months 0% interest option to finance their hearing aid purchase. [Click here](#) for more information or to apply for credit.



Meet the Staff!

Kayleigh Overmyer is the newest addition to the office. She is typically seen in the field performing hearing screenings for companies. Kayleigh is a recent graduate of the University of Cincinnati and is excited to begin working with the group! [Click](#) to learn more about our staff.

Do you have used hearing aids?

At Great Lakes Audiology, we can re-purpose used hearing aids through our donation program. Don't let those old hearing aids collect dust!

Winter Sale!



Stock up on batteries before the busy spring arrives! Mention this newsletter and receive:

Pack of Batteries (qty 6) - \$1 OFF

Box of Batteries (qty 60) - \$10 OFF



Sounds Delicious...: No Bake Cookies

Ingredients:

1/4 cup unsweetened cocoa powder
 1/2 cup milk
 1/2 cup margarine
 1 teaspoon vanilla extract
 1 pinch salt
 1/2 cup chunky peanut butter

Directions:

In a saucepan over medium heat, combine the sugar, cocoa, milk and margarine. Bring to a boil, stirring occasionally. Boil for 1 minute, then remove from heat and stir in the vanilla, salt, peanut butter and oats. Drop by rounded spoonful's onto waxed paper. Allow cookies to cool for at least 1 hour. Store in an airtight container. Enjoy!

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